

JULY 2015 TOP 20 RANKER

BY WEBCAST METRICS®

JULY 2015 DIGITAL AUDIO INSIGHTS & TRENDS

Total Listening for All Measured Clients

All measured clients in July 2015 showed 4,078,613 Average Active Sessions (AAS) within the Domestic U.S. during the Monday-Friday 6:00AM-8:00PM (M-F 6A-8P) daypart, and 3,463,223 AAS during the Monday-Sunday 6:00AM-Midnight (M-Su 6A-Mid) daypart.

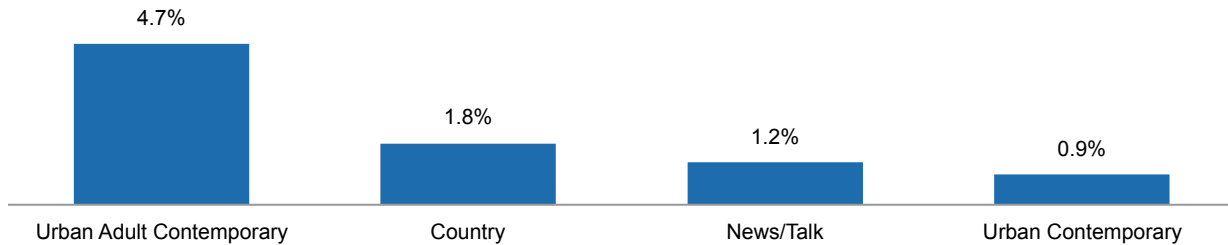
Year-Over-Year Growth

July 2015 showed positive growth in both dayparts when compared to July 2014. AAS within the Domestic U.S. grew by 38.1 percent (M-F 6A-8P) and 41.0 percent (M-Su 6A-Mid).

Top Formats

The Urban Adult Contemporary format showed the largest listening gains with a 4.7 percent increase in AAS, followed by Country, News/Talk and Urban Contemporary.

(M-F 6A-8P, July 2015 vs. June 2015)

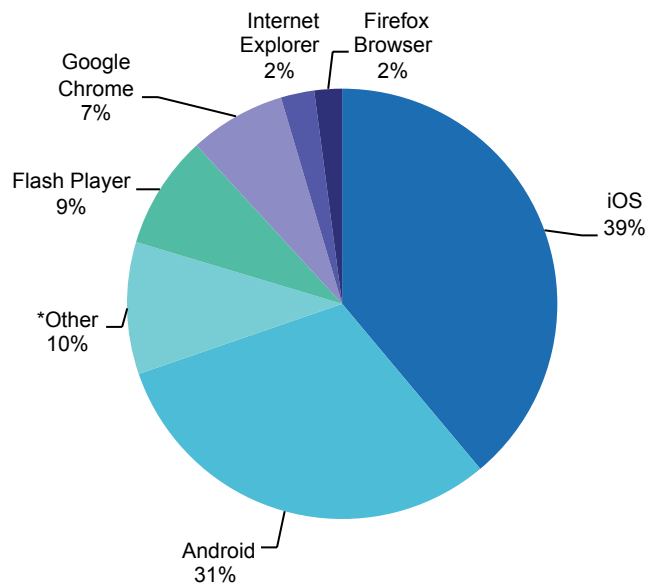


Top Devices by Audio Consumption

In July 2015, 39 percent of listening took place on an iOS device, followed by Android at 31 percent, Flash Player at 9 percent, and Google Chrome at 7 percent.

(M-F 6A-8P)

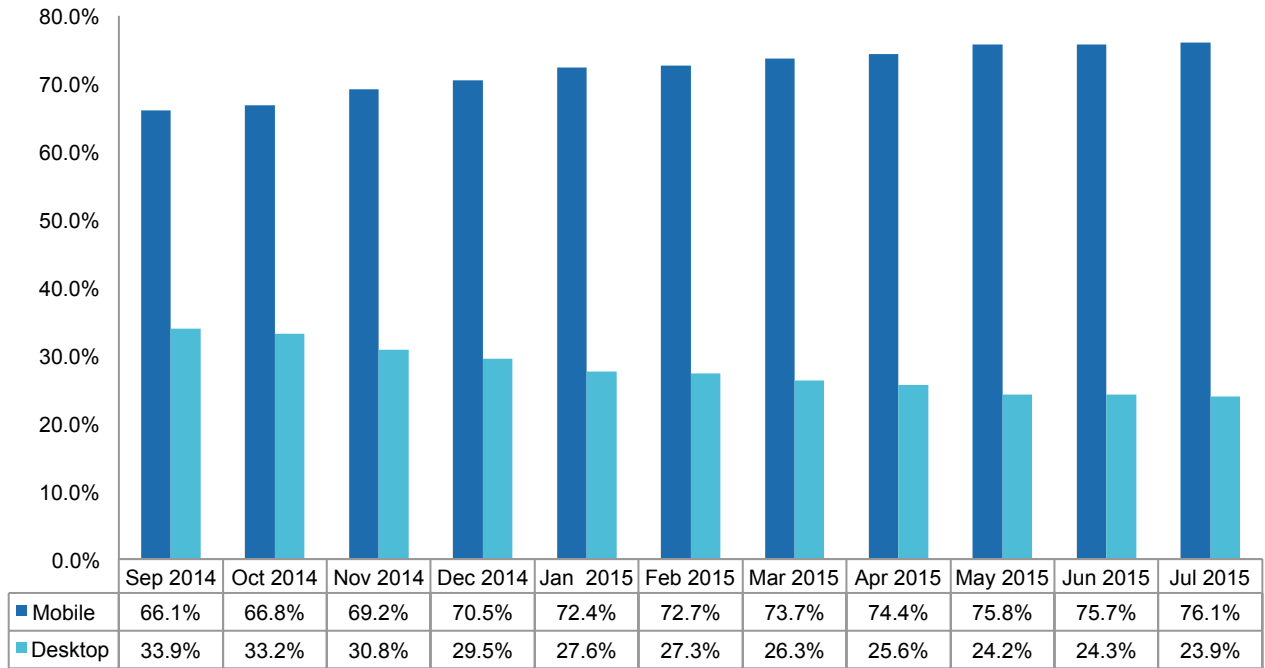
*The category 'Other' consists of devices, types and browsers that are less than 2% of total audio consumption and audio consumption that cannot be classified. Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.



Mobile Reaches New All-Time High

Mobile listening represented 76.1 percent of total listening in July 2015, compared to 23.9 percent on desktop. Mobile listening has grown 10 percent over the past eleven months.

(M-F 6A-8P)



JULY 2015 DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for July 2015. The Ranker is a listing of the top-performing digital audio stations and networks measured by the Webcast Metrics® audience measurement platform.

Webcast Metrics® uses a proprietary platform to track audience data and convert it to audience metrics that can be easily understood by stations, publishers and advertisers. Audience rankings are done on the basis of "Average Active Sessions", with "Session Starts" and "Average Time Spent Listening" also displayed. Average Active Sessions (AAS) is defined as "Total Listening Hours (TLH) divided by hours in the reported time period." TLH is defined as the total number of hours that the station/publisher has streamed during sessions with duration of at least one minute in total within the reported time period. Session Starts (SS) is defined as "the number of different requests for streams (i.e., stream requests) with a duration of at least one minute in total within the reported time period." Average Time Spent Listening (ATSL) is defined as "the average number of hours for each session with a duration of at least one minute in total within the reported time period. Calculated as total time spent listening divided by active sessions."

Rankers are divided into "Domestic" and "All Streams." The "Domestic" Ranker quantifies listening done inside the U.S. based on log-based information provided by the station, this report is not MRC accredited. The "All Streams" Ranker merely verifies the quantity of streams without qualifying where they are being consumed, and is MRC accredited.

For more information on measurement collection and limitations, please view the Triton Description of Methodology available at: www.TritonDigital.com/Media/Default/Rankers/Triton-Digital-Methodology.pdf

If you have any further questions, please contact: Measurement@TritonDigital.com

Due to the inclusion of new publisher data, the July 2015 Domestic Rankers has been re-issued.
See the July rankings below:

JULY DOMESTIC RANKER (based on AAS)

DAYPART 6:00am to 8:00pm, Monday through Friday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	2,242,568	1,171,774,675	0.61
2	Spotify Corporate	935,328	703,337,071	0.42
3	iHeartMedia ¹	355,202	161,120,492	0.69
4	Slacker, Inc.	52,469	41,228,888	0.41
5	CBS Radio Inc.	51,269	18,210,256	0.88
6	Cumulus Streaming Network	50,597	22,584,921	0.71
7	NPR Member Stations	45,164	18,666,603	0.74
8	ESPN Radio Corporate	30,774	16,727,341	0.59
9	Univision	19,956	13,011,772	0.49
10	EMF Corporate	16,849	5,846,675	0.91
11	idobi Radio	16,541	2,466,166	1.94
12	Townsquare Media	11,726	2,302,165	1.59
13	Salem Communications	11,001	4,214,956	0.81
14	Greater Media Corporate	10,789	4,321,926	0.79
15	Hubbard Broadcasting	9,129	2,771,598	1.01
16	AccuRadio	7,911	1,314,542	1.88
17	New York Public Radio	7,461	2,158,019	1.04
18	Emmis Communications	6,933	4,040,437	0.54
19	Beasley Broadcasting Corporate	6,090	2,353,746	0.81
20	Bonneville Corporate	5,938	2,263,966	0.83

Average Active Sessions (AAS): Total Listening Hours (TLH) divided by hours in the reported time period. TLH is defined as the total number of hours that the station/publisher has streamed during sessions with a duration of at least one minute in total within the reported time period.

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Average Time Spent Listening (ATSL): The average number of hours for each session with a duration of at least one minute in total within the reported time period. Calculated as total time spent listening divided by active sessions.

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

¹ iHeartMedia includes TheBlaze Radio Network

JULY ALL STREAMS RANKER (based on AAS)

DAYPART 6:00am to 8:00pm, Monday through Friday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	iHeartMedia ¹	358,934	163,073,102	0.69
2	Prisa Radio	89,806	38,716,024	0.71
3	Slacker, Inc.	56,158	43,258,035	0.41
4	Cumulus Streaming Network	52,173	23,115,193	0.71
5	CBS Radio Inc.	51,677	18,371,682	0.88
6	NPR Member Stations	49,702	20,552,909	0.74
7	ESPN Radio Corporate	32,085	17,340,621	0.59
8	Karnaval.com	22,997	11,351,677	0.60
9	Univision	21,101	13,570,290	0.50
10	idobi Radio	20,698	3,141,423	1.90
11	EMF Corporate	18,536	6,474,473	0.90
12	AccuRadio	14,493	2,759,428	1.59
13	Sky Radio B.V.	13,371	2,155,682	1.55
14	Townsquare Media	12,513	2,563,361	1.52
15	Greater Media Corporate	11,275	4,496,800	0.79
16	Salem Communications	11,232	4,294,866	0.81
17	Hubbard Broadcasting	9,798	3,072,322	0.98
18	977Music.com Corporate	8,582	2,969,281	0.88
19	Radio Monte da Gavea	8,275	1,904,797	1.35
20	New York Public Radio	8,201	2,453,872	1.01

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JULY DOMESTIC RANKER (based on AAS)

DAYPART 6:00am to 12:00am, Monday through Sunday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	1,931,236	1,799,095,937	0.59
2	Spotify Corporate	845,033	1,112,699,570	0.42
3	iHeartMedia ¹	264,196	220,549,015	0.66
4	Slacker, Inc.	45,374	65,163,916	0.39
5	CBS Radio Inc.	35,398	22,227,588	0.86
6	NPR Member Stations	35,167	25,635,479	0.74
7	Cumulus Streaming Network	34,273	26,993,237	0.69
8	ESPN Radio Corporate	21,094	18,682,587	0.62
9	idobi Radio	16,579	4,312,710	1.97
10	Univision	14,050	15,787,897	0.49
11	EMF Corporate	11,818	7,501,534	0.86
12	Townsquare Media	7,690	2,724,105	1.52
13	Salem Communications	7,575	5,024,949	0.81
14	Greater Media Corporate	7,066	5,048,066	0.77
15	Hubbard Broadcasting	5,951	3,161,038	1.00
16	New York Public Radio	5,630	2,837,387	1.04
17	AccuRadio	5,493	1,657,366	1.79
18	Emmis Communications	4,995	5,466,002	0.50
19	Beasley Broadcasting Corporate	4,102	2,867,814	0.78
20	Bonneville Corporate	4,043	2,792,441	0.79

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JULY ALL STREAMS RANKER (based on AAS)

DAYPART 6:00am to 12:00am, Monday through Sunday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	iHeartMedia ¹	267,860	223,790,740	0.65
2	Prisa Radio	63,256	48,345,166	0.70
3	Slacker, Inc.	48,700	68,412,853	0.39
4	NPR Member Stations	39,249	28,551,384	0.74
5	CBS Radio Inc.	35,760	22,470,572	0.86
6	Cumulus Streaming Network	35,622	27,766,614	0.70
7	ESPN Radio Corporate	22,082	19,458,809	0.63
8	idobi Radio	20,735	5,449,038	1.95
9	Karnaval.com	17,727	16,283,584	0.56
10	Univision	14,788	16,404,561	0.50
11	EMF Corporate	13,189	8,420,922	0.85
12	AccuRadio	10,972	3,825,119	1.52
13	Sky Radio B.V.	10,370	3,015,895	1.54
14	Townsquare Media	8,339	3,124,926	1.44
15	Salem Communications	7,783	5,146,827	0.82
16	Greater Media Corporate	7,442	5,288,861	0.77
17	977Music.com Corporate	7,424	4,671,313	0.85
18	Hubbard Broadcasting	6,564	3,637,212	0.96
19	New York Public Radio	6,279	3,285,735	1.01
20	Radio Monte da Gavea	5,485	2,298,820	1.29

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